

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 07105 212015Z
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----001667 212124Z /14
P 211340Z APR 78
FM AMEMBASSY TOKYO
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 7315

UNCLAS TOKYO 07105

USDOC FOR BED

E.O. 11652: NA
TAGS: BEXP, JA
SUBJECT: PROMOTING OF CONSUMER GOODS EXPORTS TO JAPAN:
AMERICAN PRODUCT PROMOTERS ASSOCIATION (APPA)

REF: (A) USDOC 6627 (B) USDOC 6702
SUMMARY. EMBASSY SUPPORTS AMERICAN PRODUCTS PROMOTERS
ASSOCIATION (APPA) TIE-IN WITH LATE SUMMER OR FALL
CONSUMER PRODUCTS SHOW AT USTC AND REQUESTS USDOC
FORWARD PR MATERIALS FROM RELEVANT U.S. SHOWS FOR
DISPLAY PURPOSES. REQUEST USDOC GUIDANCE ON TYPE OF
SHOW AND PRODUCT LINES TO BE INCLUDED IN USTC CONSUMER
PRODUCT SHOW. WE DONOT BELIEVE APPA TIE-IN WITH WORLD
IMPORT MART ADVISABLE AND URGE THESE TWO EVENTS BE
HANDLED SEPARATELY. END SUMMARY.

1. EMBASSY APPRECIATES USDOC COMMENTS AND SUGGESTIONS
FOR MOVING APPA INTO OPERATIONAL STAGE. JAPANESE
SIDE HAS RECONSIDERED APPA TIE-IN WITH NEW JAPANESE
RETAIL ASSOCIATION AND HAS NOW DECIDED TO POSTPONE PRESS
ANNOUNCEMENT UNTIL THIS FALL. EMBASSY SUPPORTS USDOC
SUGGESTION OF TIE-IN WITH USTC CONSUMER PRODUCTS SHOW.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 07105 212015Z

2. IN ADDITION TO PHOTOS AND PRESS RELEASES ON U.S.
MANUFACTURERS' PRODUCT LINES, POSTERS FROM HOUSEWARES,
HOBBY AND SPORTING GOODS SHOWS, PAST EXHIBITOR LISTS
AND OTHER PR MATERIALS WOULD BE USEFUL IN DESIGNING
SPECIAL APPA EXHIBIT AT USTC.

3. WE DO NOT REPEAT NOT BELIEVE APPA SHOULD BE

RELATED TO OPENING OF WORLD IMPORT MART SINCE THIS PROJECT IS PERCEIVED BY MANY RETAILERS AS BEING LARGELY ASSOCIATED WITH MITSUKODHI. WE WISH APPA TO HAVE BROADEST POSSIBLE IMPACT THROUGHOUT JAPANESE RETAIL CIRCLES. OUR IMPRESSION, SUPPORTED BY IDR CONTACTS, IS THAT ANY APPARENT TIE-IN WITH WORLD IMPORT MART WOULD IMMEDIATELY DAMPEN PARTICIPATION BY OTHER RETAILERS. IDR UNDERSTANDS INTER-RELATIONSHIPS AMONG VARIOUS RETAIL GROUPS IN JAPAN AND CAN BE EXPECTED TO ACT ACCORDINGLY. WE THEREFORE SHOULD NOT ATTEMPT TO INFLUENCE IDR TO LOCATE CATALOG DISPLAY FACILITY AT SITE THEY REGARD AS INAPPROPRIATE.

4. LETTER FROM CMM-JAPAN CONCERNING SEPTEMBER OR OCTOBER CONSUMER PRODUCTS SHOW RECEIVED BY USTC. TC AND EMBASSY WILL BE DISCUSSING PLANS FOR BSP AND WILL REPORT TO USDOC SHORTLY. WE BELIEVE SUCH A SHOW CAN BE A VERY EFFECTIVE VEHICLE FOR INTRODUCING APPA PROGRAM AND ATTRACTING PRESS COVERAGE. SINCE THIS SHOW WILL OCCUR AT SAME TIME EMBASSY WILL BE INVOLVED WITH U.S. EXPORT DEVELOPMENT MISSIONS, ADVANCE PLANNING ON OUR PART WILL BE ESSENTIAL. ANY USDOC COMMENTS ON PRODUCT LINES OR OTHER BSP ARRANGEMENTS WILL BE APPRECIATED.

5. REGARDING PLACING APPA UNDER TRADE FACILITATION COMMITTEE, LETTER FROM E/C MINISTER BUTTON HAS BEEN UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TOKYO 07105 212015Z

SENT TO MR. HANAOKA OF MITI. MANSFIELD

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TOKYO07105
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780171-0786
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780429/aaaaaybr.tel
Line Count: 95
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 5a1f54a9-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2883567
Secure: OPEN
Status: NATIVE
Subject: PROMOTING OF CONSUMER GOODS EXPORTS TO JAPAN: AMERICAN PRODUCT PRMOTERS ASSOCIATION (APPA)
TAGS: BEXP, JA
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/5a1f54a9-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014